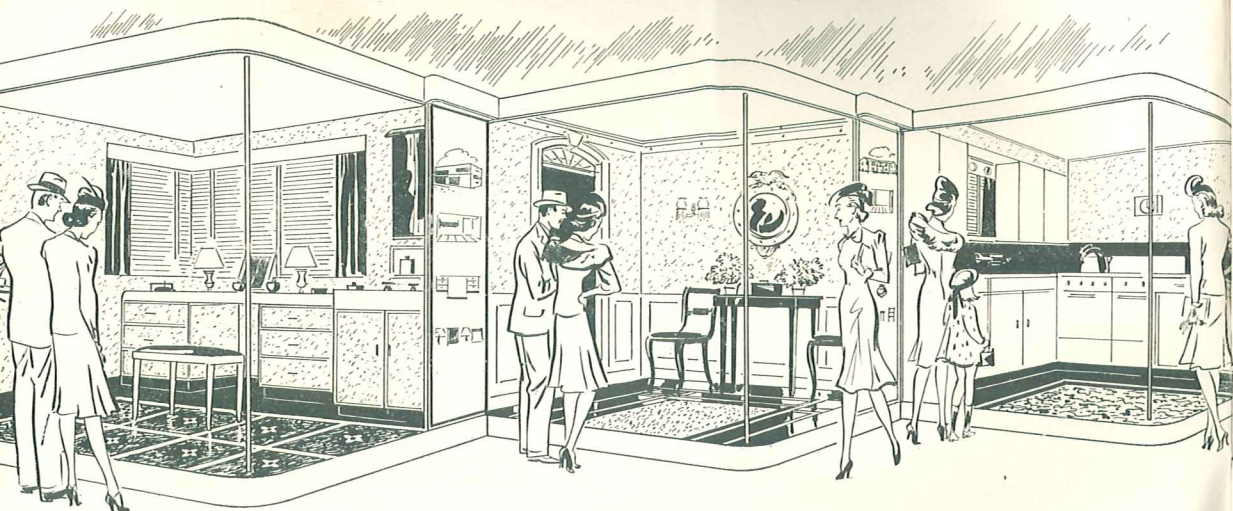




HE NAIRN LINOLEUM STYLE SHOW



The Nairn Linoleum Style Show

"Nairn"—the oldest name in linoleum—brings you the new 1940 Nairn Linoleum Style Show. In this dramatic, traveling exhibit of actual room settings you see the very latest decorative effects that can be achieved with Personal-ized Floors of Nairn Sealex Linoleum and walls of Nairn Wall Linoleum. In addition, the puzzling question of where to begin planning charming rooms is answered by these "life-size" room corners. For the decorative "cue" of each is taken from the floor!

But you will ask: "How can I apply these ideas to *my* rooms? To help you, this little book has been prepared. It is practically a Style Show in itself—to take home with you and study at your leisure. You will find inside color photographs of the full-size rooms from which the Style Show corners were adapted, as well as illustrations of many other distinctive rooms. And the pages are packed with practical decorating information!

We present this book with our compliments, in the hope that it will be of real assistance to you in your own room planning.

"Where do I start in planning a distinctive room?"



"Concentrate on color, first of all!" says the modern school of decorators. "That's the secret of designing distinctive rooms! And—remember—the *floor* is the real key of your whole color scheme. This new trend in decoration," they

explain, "is the result of the introduction of new color beauty and up-to-date designing in fine linoleum by *Nairn*. Today, whether your floor is to dominate the color scheme, as in a kitchen or bath, or simply to furnish a rich background for fabric rugs as in the entrance hall or living room—choose your *Nairn Linoleum first*. The rest of the room will follow—easily and naturally!"

VELTONES — A BIG STEP IN DESIGN

Only a few years ago linoleum was so drab and lifeless-looking, no one would have thought of making it the key to room planning! Then *Nairn* made their first pioneering step—and introduced *Veltones*. These lovely patterns have no definite repeat motifs—instead, delicate shadings and blendings of color flow in and out of each other in soft, endlessly varied effects. Decorators welcomed this innovation enthusiastically! They found *Nairn Veltones* equally effective in formal living-rooms and modern service quarters. Indeed, the creation of *Veltones* was the first step in bringing linoleum out of the kitchen category and making it acceptable in *any* room in the finest home!

A REVOLUTION IN LINOLEUM COLORS

Next, *Nairn* introduced a galaxy of fresh, clear, lovely hues never before seen in lin-

oleum! Brilliant jewel tones—deep, rich shades—soft pastels—instead of the conventional dull greens, browns and reds so long characteristic of linoleum. And the change *Nairn* made in figured patterns is equally remarkable. Routine checkerboards and mathematical arrangements of vari-colored blocks were replaced by free modern designs in tune with today's tastes!

THEN CAME PERSONAL-IZED* FLOORS!

Perhaps the crowning achievement *Nairn* offers you today is their exclusive *Personal-ized Floors* of *Nairn Linoleum*. Now you can have individually designed floors *at very little extra cost*. An immense variety of ready-cut, inexpensive decorative material is provided. Narrow feature strips in many colors. Ready-made two-color borders. And a wealth of fascinating insets—Leaves, Stars, Crescents, Fish, Sail Boats and many others. They may be combined in an unlimited variety of ways! Insets, feature strips and borders have been carefully *color correlated* with *Nairn Linoleums*, so you are assured of artistic harmonies and contrasts.

EXAMPLES TO HELP YOU . . .

On the following pages you will find many room photographs illustrating the new way of building color schemes from the floor up! And the answers to many puzzling decoration problems as well. We hope this book will help you in your redecorating! And—remember—from the *practical* viewpoint, too, *Nairn Linoleums* make ideal floors. The surface is perfectly *smooth*, water-proof, sealed against dirt penetration—it's miraculously easy to clean! The sound-deadening qualities reduce the clatter of feet. You'll cherish *Nairn Floors* for their comfort and convenience as well as their beauty!

*Trademark Registered U. S. Pat. Off. by Congoleum-Nairn Inc.



A HAPPY MARRIAGE OF A MODERN FLOOR TO A PERIOD ROOM! See how the Federal style of this hall is carried out with a clever design set in the floor of soft-toned "Pacific Blue" Nairn Linoleum, 1114. The Rosette insets are right in the traditional feeling of the period and the white outline panels (formed with ready-cut feature strips) repeat the panel motif of the wainscot. In winter, this personal-ized design is an effective setting for the rug. In summer, when the rug is up, it gives a decorative finish to the cool, uncovered floor! On the walls, above the wainscot, is a delightful soft-toned Nairn Wall Linoleum pattern, "Moonstone," 7996.



A blue Velton, Nairn Linoleum A7388, with ready-cut Star and Compass insets.

“What’ll I do with a hall that’s circular? oblong? square?”

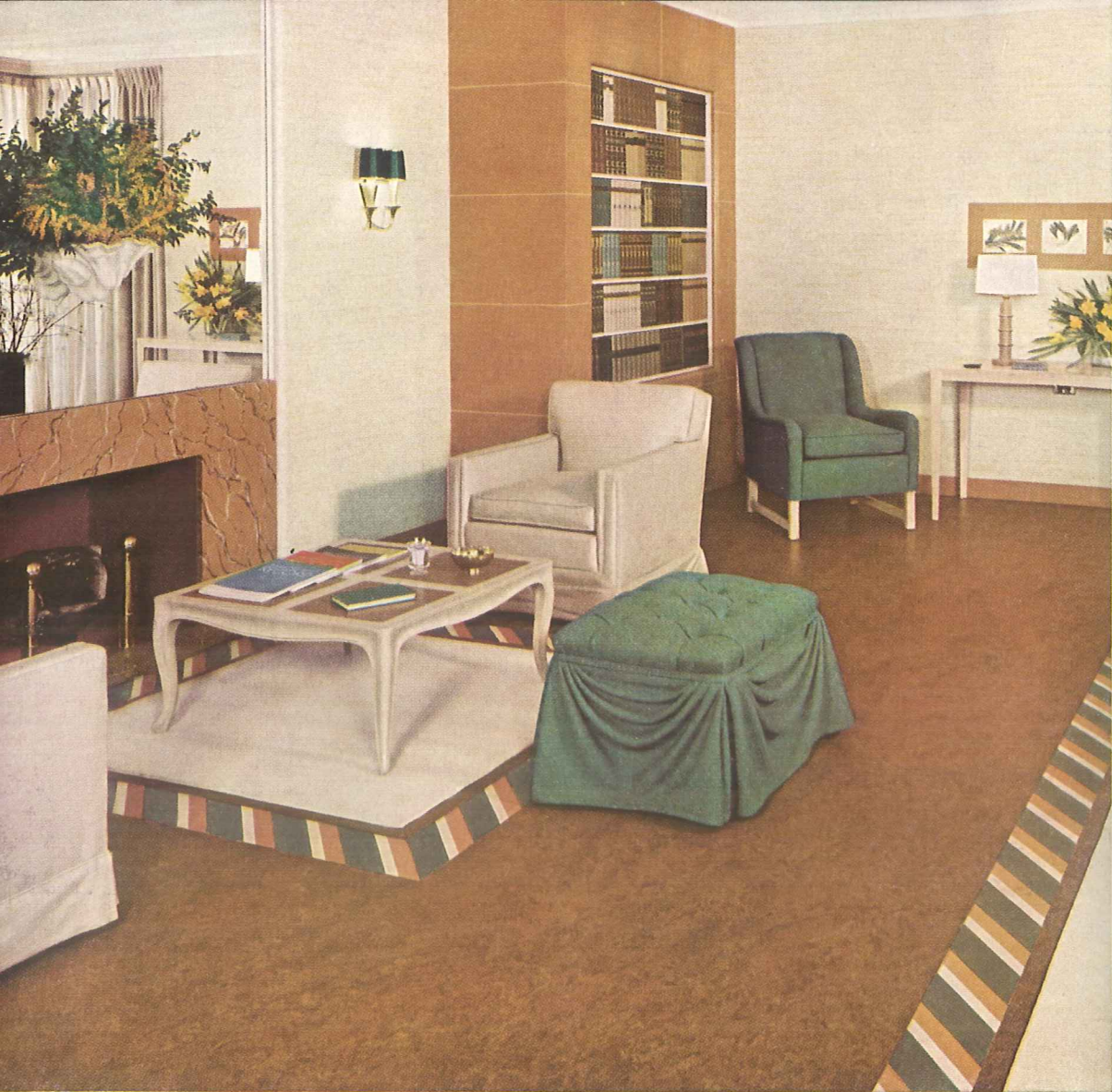
The answer is, play up the shape of your entrance hall—whatever it is—with an individually designed floor of colorful Nairn Linoleum! This sounds expensive—but actually adds very little to the moderate cost of a Nairn Floor. Many ready-cut insets, colorful feature strips and several borders are provided by Nairn for this work.

See how the circular shape of the hall above is emphasized by the circle of Stars set about the large Compass inset. In a similar manner, you can emphasize a small, square hall with

a large square inset placed right in the center, and smaller ones set in the corners. Or you can play up the shape of an oblong hall deftly with an *inner* border—made of contrasting feature strips—set about eight inches from the walls.



Here’s another new idea for halls! Use the Nairn Floor pattern on the *stair treads* as well, as was done in the room above. It’s *practical* as well as smart-looking. Footmarks are quickly wiped off the smooth linoleum. The clatter of footsteps is deadened!



FRAMES FOR YOUR RUGS! Whether you are using large rugs or scatter rugs, *set them off* with frames formed by contrasting strips of plain-color Nairn Linoleums or cleverly arranged insets. (Flowers, Discs, Stars and many others are available.) Then, when hot weather comes, and you put your rugs in storage, you will have an individually designed floor that requires no other floor-covering. A Nairn Floor is ideal for summer. Cool, smooth, easy to clean! . . . The golden brown floor above is a Velton, 2901. "Frames" made with white, green and pigskin feature strips. Walls about the set-in shelves, "Pigskin," 1130. Other walls, "White Amber," Nairn Wall Linoleum, 7995.

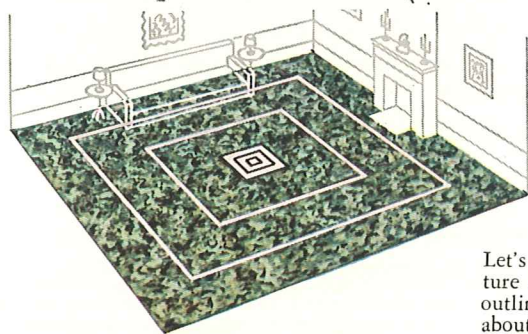


The main floor is a claret-colored Veltone pattern, A7208, personal-ized in a functional manner, with sections of plain "Mabogany," 1104 and white feature strips.

"How can the floor 'play up' my room's best points?"

Very simply! Do it by combining two or more Nairn Linoleum patterns, in such a way that the eye is immediately drawn by color and pattern change to the part of the room you wish to emphasize—whether it's

a bay window, a handsome fire-place, a book-lined alcove or a furniture grouping! Another clever way to "play up" some part of a room, is to *outline* the area with contrasting wide or narrow strips or groups of small, ready-cut Nairn insets.



In the modern living room above, attention is focused on furniture groups by inserting large oblong sections of a contrasting pattern, outlined with white feature strips in the floor. And very effective it is!

Let's take a room that is a *perfect square*. This feature is emphasized by the personal-ized design of outline squares formed with white feature strips set about a Nest of Squares inset. Field, a Veltone, 6972.



A ROOM THAT BLOSSOMED OUT OF THE FLOOR! A formal dining-room in the grand manner! The principal color interest is focused in the rich Nairn Linoleum Floor of deep "Mahogany," 1104, set off with a border of interlocking hexagonal panels formed with white and crimson feature strips. The pale gold glimmer of the walls—"Parchment," Nairn Wall Linoleum 7973, keeps the dark richness of the floor and furniture from seeming overpowering! This room is another splendid example of the way Nairn Linoleums combine appropriately with period furnishings! Among the wide variety of Nairn patterns, you're sure to find just what you need *for every room.*



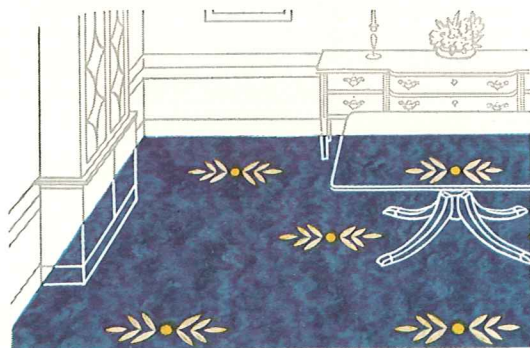
Floor, Nairn Linoleum A7261, personal-ized with white feature strips and Disc and Leaf insets. Walls, "White Amber," Nairn Wall Linoleum, 7995.

"What shall I use with blonde wood?"

Blonde wood furniture is an important new trend in decoration and requires a careful choice of floor and wall colors to make it effective. These color backgrounds should offer decided contrast to the pale woods.

Here is an excellent example. The Nairn Veltone Floor and the "White Amber" Nairn Wall set off the Swedish Modern suite admirably. "Pattern interest" is furnished by the curtains and the attractive flower spray set in the corners of the Nairn Floor. This

design of ready-cut feature strips and insets is a beautiful "frame" for a rug in winter—lovely all by itself in summer.



Duncan Phyffe furniture requires a touch of formality in the floor. Here this is provided by a laurel leaf design set in a rich blue Veltone field, A7388.

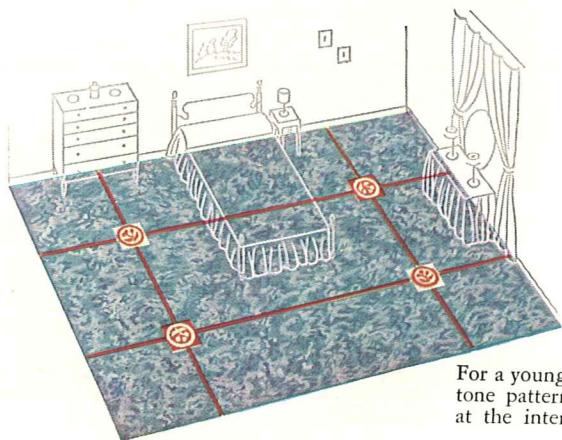


Floor, A Nairn Veltone, A7208. Walls, "Rose Agate," Nairn Wall Linoleum, 7989.

"What'll I do with those Victorian things of Grandma's?"

Combine them with appropriate modern materials! Get a genuine Victorian flavor in the decorative detail—but give yourself the modern comfort and convenience of smooth, easy to clean floors and walls of Nairn Linoleum, too! In the room above, see how the

handsome Victorian arm-chairs and chest are set off by the rich claret red Nairn Floor—and how the graceful scroll design set in the floor around the small rug suggests the dainty fripperies of the Victorian era. (The personal-ized design is made with Crescent, Disc and Leaf insets.)



Early American Varieties. This period is so popular in furnishings today, that it requires thought to keep it from looking stereotyped. A Nairn Personal-ized Floor like the sketch (left) is an excellent way to go Early American in your bedroom—with a difference!

For a young girl's room—a rich blue Nairn Veltone pattern, A7267, with gay Cherries insets at the intersections of crimson feature strips.



Gay acrobats are made with small Nairn Insets. Field, A7388. Walls, "Azure," 7988.



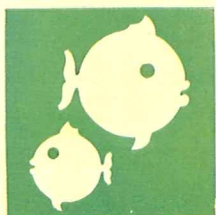
SAIL BOAT
2 color combinations



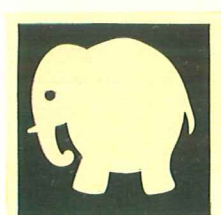
SCOTTIE DOG
2 color combinations



ROOSTER
2 color combinations



BLOW FISH
2 color combinations



ELEPHANT
2 color combinations

*"I'd like to write 'Fun'
all over my nursery!"*

And here's the way to do it! Choose gay pictorial insets — like the Scottie Dog or Elephant — for your floor. Youngsters love them: For an *older* child's room, use Sail Boat or Blow Fish or Square Rigger! Your Nairn dealer has many more Nairn insets to show you.



SQUARE RIGGER
4 color combinations

Most small insets (below) come in 3 sizes and 7 different colors





SAY IT WITH FLOWERS! See how the conventionalized design of wild posies set right in the floor, between white, lattice-like strips, heightens the air of feminine charm desired in this bathroom! Plain "White" and "Coral" Nairn Linoleums were used for the flowers! Ready-cut feature strips formed the "lattice." This floor is a perfect illustration of the way a special design, set in a Nairn Linoleum Floor, may be used to emphasize the decorative style of a room! The floor here is a Veltone, A7262. A harmonizing pattern in Nairn Wall Linoleum, "Coral," 7975, is used from floor to ceiling; also on the entire front of the dressing table—a new and effective treatment! The dressing table top is plain Nairn Linoleum, "White," 1113.

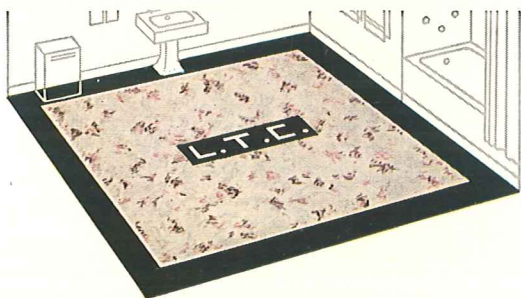


Floor is Veltone No. A7267, personal-ized with Nairn insets and feature strips. Border and cabinet top: "Olympic Blue," No. 1116. Walls, sides of cabinet: Nairn Wall Linoleum, "Marble White," No. 7977.

"Can I have a smart bathroom—with growing children?"

Absolutely! But keep the "fixings" simple. No satin dressing table seats—no silken lamp shades! Depend on sturdy, waterproof Nairn Linoleums for major color-interest.

Nairn Linoleums offer rich decorative opportunities, because all the patterns are *color correlated*. Notice in this bathroom the harmony of "Olympic Blue" baseboard and cabinet top with the brighter blue Sealex Veltone Floor. Note, too, the gay contrast of "Coral" feature strips and insets — softened by an accompaniment of white.



Here is another way to personal-ize your bathroom floor: a simple monogram is set in a Veltone, A7202.



TIME TO BE BRAVE ABOUT COLOR! Many people shudder away from *red* in decoration. There are reds *and* reds and many, many ways to use them! Here's a kitchen color scheme based principally on red. It was chosen to "warm up" cold north light—but there's nothing crude about it! It starts with the lovely Veltone pattern on the floor, A7202, set off with a deeper claret red border, A7208. This pattern appears again on counter and table tops and on the floor of the breakfast alcove. The wall pattern closely resembles the floor, but in *paler hues*—"Parian Red" Nairn Wall Linoleum, 7992. This room is twin to the one on page 14, but decorated to cope with a different exposure problem.



Floor is Veltone A7388, with black and white border. This Veltone is also used on the table and counter tops. Walls and cabinet fronts are "Citron Green," 1124.

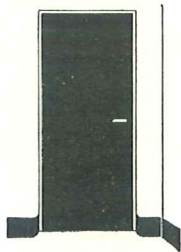
"Tell me all the new ways to make a kitchen easier to clean"

For easier cleaning, *every* exposed surface in the truly modern kitchen should be tough, smooth, waterproof and stainproof. Nairn Linoleum provides all these qualities and gives you color beauty, too.

Today you can use it many places besides

the floor and walls—on counter-tops, tables, drawer and cabinet fronts, doors and shelves. In fact, so flexible is Nairn Linoleum, that it can be carried smoothly around *any* curved surface. This has led to the new use of curved door jambs and counter ends. These are attractive to the eye and practical, because they cut down on the bruises busy home-makers often get from sharp corners!

Be sure to take advantage of the linoleum cove base treatment for splash-backs. It eliminates unsanitary, dirt-catching cracks.



Left: close-ups of modern Nairn Linoleum treatments for sink tops, table tops and doors. Notice how the door presents a smooth, unbroken surface.

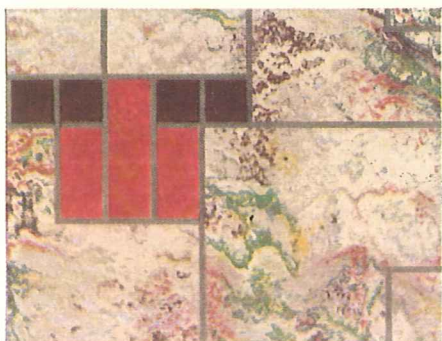


COOK UP SOME IMAGINATION IN THE KITCHEN! If you're bothered by a *too-sunny* kitchen, use your imagination to overcome it! Choose colors that *look* cool and you'll *feel* cool! Here's a recipe for kitchen coolness—a floor of Nairn Linoleum, A7551—a soft, marbleized blue relieved with cream, coral and apricot accents. Then choose a plain-color Nairn Linoleum "Coral," 1129—to match one of the accent squares—for the floor border, counter tops and splash back. On the walls, put "Carnelian," a Nairn Wall Linoleum, 7958. *Look*—doesn't this recipe work like a charm? Whatever your room's exposure, you will find just the right hues to offset it among the wide range of colors offered by Nairn Linoleums.

“But I like patterned floors!”

And why not? Plain colors and marbled effects in linoleum are lovely—but figured patterns are beautiful, too—especially the free, modern designs that Nairn offers you! Indeed, in a *small* kitchen or bath, a patterned floor is particularly good. Equipment takes up

so much wall space in these rooms, that the chief decorative interest *must* be found on the floor! . . . The patterns illustrated here are just a tantalizing sample of the many colorful figured designs in Nairn Linoleums! You should see them *all* at your Nairn dealer's.



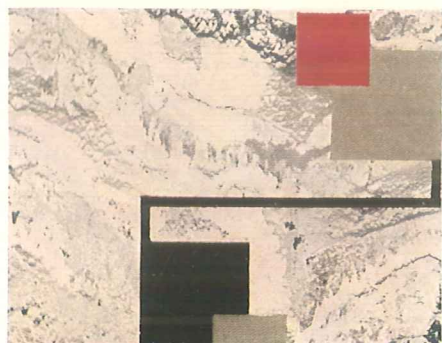
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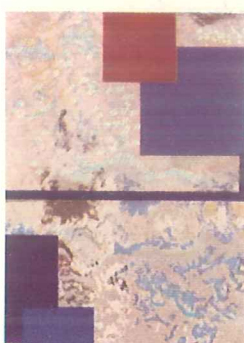
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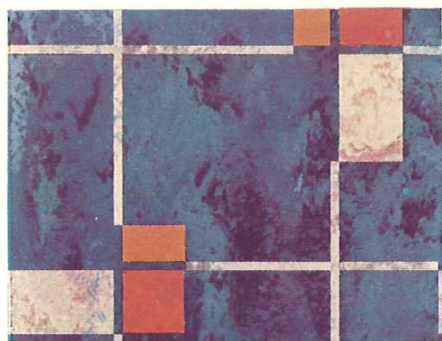
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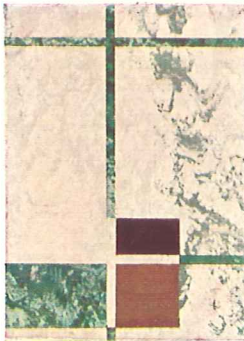
No. A7536



No. A7537



No. A7551



No. A7552



No. A7550



Walls, doors, ceiling are "Parchment," Nairn Wall Linoleum, No. 7973. Floor, Veltone 6983; cabinet tops, "Emerald Green," 1128.

"And Nairn Wall Linoleum is permanent? Wonderful!"

And so says every woman, when she discovers that Nairn Wall Linoleum lasts as long as the house itself! Stays fresh and new-looking, too. A damp cloth and mild soap and water removes dust, finger-marks, spatters or oily film from cooking. And Nairn Walls never crack or peel. Their beauty is truly *permanent*. When you decorate a room with Nairn Wall Linoleum, you banish the inconvenience and expense of repainting or repapering forever and a day!

Ceilings, too, may be given a permanent beauty treatment with Nairn Wall Linoleum!

In the kitchen above, the ceiling, walls and doors are all covered with this beautiful modern material. Notice how smoothly it is fitted around *curved* door-frames, eliminating dust-catching moldings!

Its many practical advantages make Nairn Wall Linoleum an immediate favorite for "service" rooms. Today the development of a wide range of colors makes it a favorite for halls, dining-rooms, bedrooms and powder rooms. America's finest homes now use Nairn Wall Linoleum in *many* rooms. Study the patterns on page 18—you'll see why!



Walls and ceiling, "Maize," Nairn Wall Linoleum No. 7987. Floor is personal-ized with feature strips, Discs and Leaves.

"Do you mean that these beautiful walls are not expensive?"

Right! Nairn Linoleum Walls cost far less than you'd expect to pay for such distinguished effects. And they're marvelously practical! Permanent, splash-proof, satin-smooth—and, as we said before, easy to clean with a damp cloth.

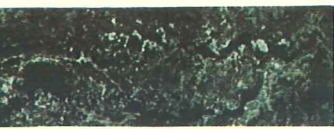
Moderate in "first cost," the installation of Nairn Wall Linoleum is simple and inexpensive. It can be laid over old or new walls, which are hard, smooth and dry, in continuous sheets from floor to ceiling. Costly preparatory work is unnecessary.

When you give a room a Nairn Floor and

put Nairn Wall Linoleum on the walls and ceiling, you reduce cleaning work to the lowest possible minimum! And the beauty of the materials insures a beautiful room!

As you have seen throughout this book, all Nairn Linoleums—plain colors, figured designs, Veltones and wall patterns—are *color correlated*, so that it is easy to combine them in a harmonious, room-wide color scheme! Drop in on your nearest Nairn dealer. Paper and ink cannot reproduce the colors exactly. You must *see* the materials to fully appreciate their decorative beauty!

“What fresh, jewel-like colors Nairn Wall Linoleum has!”



"GREEN ONYX" No. 7985



"SUNSTONE" No. 7960



"JONQUIL YELLOW" No. 7950



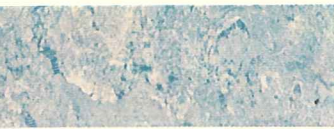
"MAIZE" No. 7987



"SARDONYX" No. 7963



"MINT GREEN" No. 7951



"AZURE" No. 7988



"GREEN BERYL" No. 7971



"GLADIOLUS RED" No. 7952



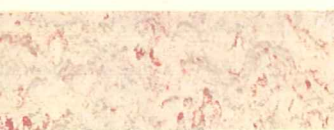
"ROSE AGATE" No. 7989



"PARCHMENT" No. 7973



"DELPHINIUM BLUE" No. 7953



"PARIAN RED" No. 7992



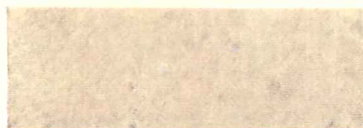
"CORAL" No. 7975



"ST. ALBAN'S RED" No. 7955



"WHITE AMBER" No. 7995



"MARBLE WHITE" No. 7977



"SAPPHIRE" No. 7954



"MOONSTONE" No. 7996



"LIGHT PINE" No. 7981



"CARNELIAN" No. 7958



"OPAL" No. 7998



"AMERICAN WALNUT" No. 7982



"BLACK ONYX" No. 7959

"I want the strongest, smoothest installation I can get!"

Then Nairn Adhesive is the linoleum for you! Its exclusive *adhesive back* insures a stronger, extra long-wearing floor. Laid directly on wood or concrete, the factory-applied adhesive grips every square inch *like a vise*. Hand trowelled "pastes" cannot

give you the same, absolutely *even* distribution of adhesive. This means a more satisfactory installation. Ask your Nairn dealer to show you the wonder-working adhesive back as well as the beautiful designs and colors of Nairn Adhesive Linoleum!



Listen to what your Architect Says:

"For the linoleum floors I have specified Nairn Adhesive Sealex Linoleum. It has a perfectly smooth surface with no cracks or crevices to catch dirt—exceptionally sanitary and easy to clean. And the factory-applied adhesive on the back gives a stronger, extra long-wearing installation."

Your Linoleum Salesman Will Show You:

—"Here, right on the back, Madam, is the adhesive Nairn puts on their linoleum at the factory! It's a patented feature—only Nairn Linoleum has it. See how smoothly and evenly the adhesive is distributed? That means a smoother, even floor when the linoleum is installed!"



Your Layer Will Tell You:

"After scribing and cutting, all I have to do is moisten the adhesive on the back, lay the linoleum on the floor and press it down with my feet. No rollers or sand bags are needed. And you can walk right in and use this floor as soon as I'm through putting it down! No need to wait hours for this Nairn Adhesive Linoleum to set!"

"What is the best way to care for my linoleum floor?"

A Nairn Linoleum Floor is very easy to care for. It comes with its surface *sealed* against dirt and stains. A film of Nairn Self-Polishing Wax will protect that seal and keep your floor lustrous and beautiful! Daily dusting

with a dry mop makes it unnecessary to wash the floor frequently. When you do, use a mild soap and lukewarm water. Cleaning compounds and soaps containing alkali are injurious to all linoleums.



2. Always *double wax* after washing your floor. Allow about half an hour for first coat of Nairn Self-Polishing Wax to dry, before applying the second. Use the wax sparingly. No polishing is needed. This wax dries with a uniform luster.

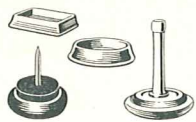


1. If your floor is now *unwaxed* or very soiled, wash it with mild soap and lukewarm water. Then rinse away all traces of soap with a little clear water. Allow the floor to dry thoroughly before waxing.



3. Dust daily with a dry mop. This not only removes dirt but keeps the luster of the wax film bright. If this is done, you will not need to wash most floors more than once a year. (*About once a month in a kitchen.*) Apply a single wax coat about once in four months. (*Every two weeks in a kitchen.*) Occasional spots are easily removed with a damp cloth.

RIGHT CASTORS

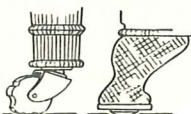


Use flat bottomed castors and put rubber cups under legs of heavy pieces.

RIGHT AND WRONG CASTORS!

Don't risk the beauty of your linoleum floors by using sharp or broken-edged castors. They will make scars and indentations. Your Nairn dealer can provide you with the right type of castor or "cup" for your furniture. Indeed, it would be a good idea to go right through your home examining your castors and the legs of your furniture. Wood floors as well as linoleum are readily scarred by sharp metal edges and fabric rugs become worn—even torn!

WRONG CASTORS



Small metal slides scar—broken edges "bite."



LOOK FOR THESE TRADEMARKS WHEN YOU BUY !

THEY IDENTIFY THE GENUINE

